



## EXHIBITOR PROSPECTUS

**LAS VEGAS | RENO**

May 15-17

May 31- June 2

Presented By  
**California Society of Enrolled Agents**



California Society of Enrolled Agents





## About California Society of Enrolled Agents (CSEA)

CSEA is a nonprofit 501(c)(6) organization with more than 4,100 active Members. We are a progressive, professional association dedicated to serving Enrolled Agents (EAs) in California and abroad, enabling them to grow, prosper, and lead as **The Tax Professionals** while serving taxpayers in a dynamic, rapidly changing environment with integrity and trust. Serving the unique needs of Enrolled Agents since 1976, CSEA is dedicated to the promotion of Enrolled Agents, while also providing tax education to tax professionals from around the world.

## About Super Seminar

CSEA's premier educational offering is Super Seminar. Established in 1983, Super Seminar has grown to be the most respected and renowned gathering of tax professionals in the nation. In addition to providing up to 24 hours of quality continuing professional education from the best, most requested speakers, each Super Seminar brings together hundreds of tax professionals from across the country for fellowship, networking, and fun. 2012 marks the 30<sup>th</sup> anniversary of Super Seminars and we invite you to celebrate this momentous occasion with us!

## Exhibition Opportunity

**Get Noticed.** In addition to exceptional tax education, Super Seminar features an industry Exhibit Show that is second to none. Exhibitors are **key** to the success of Super Seminar and we are proud to offer seminar attendees access to a wide variety of the industry's best products and services. That's where you come in. We know that exhibitors make a significant investment to attend our events; that's why we offer reasonable pricing, multiple benefits, and maximum exposure to our exhibitor-partners. CSEA schedules a variety of events, including the Networking Reception, two breakfasts, and four refreshment breaks in the Exhibit Hall to increase traffic to exhibitors' booths. Plus, we hold all daily prize drawings and the major prize drawing in the Exhibit Hall. CSEA's friendly staff is committed to providing great service and support before, during, and after the event. We're proud of the fact that many exhibitors have chosen to participate in Super Seminar year after year.

## Who Attends

- Enrolled Agents
- Certified Public Accountants
- Public Accountants
- Tax Practitioners
- Attorneys
- Tax Interviewers
- Financial Planners
- Estate Planners
- Tax Preparers
- Staff for all listed above



**SIGN UP NOW!** Contact: Ashley Soy, Marketing Coordinator ■ Email: [asoy@csea.org](mailto:asoy@csea.org) ■ Phone: 916/366-6646 ■ Fax: 916/366-6674



## What Exhibitors Are Saying About Super Seminar



“Accountant Stationers & Printers has been an exhibitor at the CSEA Super Seminars for over 25 years! Exhibiting has been very successful for us in so many ways. We have built many strong customer-supplier relationships that have proven invaluable in today’s impersonal and competitive marketplace. We are a small, family owned business and the exposure to tax professionals from across the country has been instrumental in building our business. Many of our products were born from ideas from attendees at the seminars. For this alone, we are extremely grateful! We thank CSEA for giving us this amazing opportunity.”

Alyse Silverman, President  
Accountant Stationers & Printers



“We have been exhibiting at the Super Seminars for over 12 years. The relationships that we have developed with other exhibitors, the attendees and the CSEA staff are priceless! CSEA runs a world class event. The staff is kind, and very accommodating to all! Don't miss out!”

Dineen Huft, Commercial Lines Manager  
Placer Insurance Agency

“The CSEA Super Seminars provide great opportunities for the exhibitors to meet and greet seminar participants with breaks and networking opportunities provided in the Exhibit Hall. CSEA encourages its Members to visit the vendors and participate in the various drawings. We look forward to being a part of the Super Seminars again next year.”

Michael McCain, Vice President  
105 Concepts



## Benefits of Exhibiting

Nothing can match the value of meeting with your customers and prospects in person, and Super Seminar 2012 will put you in contact with hundreds of decision-makers all in the same place. Exhibiting at Super Seminar is essential to generating new business, retaining current customers and promoting awareness of your company's products and services.

As a Super Seminar exhibitor, you have the opportunity to meet tax professionals from around the world. Since these professionals share a lot of the same experiences and goals, building relationships with your peers can be an enjoyable and informative experience. Many past exhibitors have told us that networking with other tax professionals was their favorite aspect of Super Seminar. Sometimes these relationships can even lead to business partnerships or friendships that last long after Super Seminar has ended.

### As an exhibitor, you will be provided with:

- ∞ 8-foot long draped table per 10' x 10' booth; 8-foot high back drape; 3-foot high draped side rails, one wastebasket; two contour chairs and one 500-watt electrical outlet (RENO ONLY)
- ∞ Complimentary booth identification sign with company name and booth number
- ∞ 24-hour Exhibit Hall security

### You will also enjoy the following value-added benefits:

#### Visibility:

- ∞ Dedicated Exhibit Hall time
- ∞ Complimentary listing in the Seminar Program that every attendee receives including company name, description, and contact information (if desired)
- ∞ Link to your website from [superseminar.org](http://superseminar.org)
- ∞ Sponsorship opportunities available exclusively to exhibitors that promote brand awareness
- ∞ Access to Pre and Post-Conference attendee lists provided electronically
- ∞ The opportunity to have your company name announced during the daily prize drawings in the Exhibit Hall

#### Perks:

- ∞ Complimentary continental breakfast in the Exhibit Hall every day
- ∞ Complimentary lunch buffet vouchers (limited number provided to each exhibitor)
- ∞ Complimentary afternoon breaks in the Exhibit Hall every day
- ∞ Complimentary hors d'oeuvres at the Welcome Reception
- ∞ Three complimentary exhibit badges for each 10' x 10' booth



## Past Exhibitors\*

1031 Exchange	Exchange Connection, Inc.	Security One Reverse Mortgage
105 Concepts	Franchise Tax Board	Spidell Publishing
1 <sup>st</sup> Global	Genworth Financ. Invest.	TASC
Accountant Stationers & Printers	H & R Block	Tax Materials, Inc.
Affordable Checks	H.D. Vest Financial Services	Tax Wise
Bedford Capital Consulting	Hilix International	Taxpayer Advocate Service
BizAcq Team, Inc.	Image One	Taxlayer Pro
BNA	IRS Help, Inc.	Taxware Systems
C & S Technologies	Internal Revenue Service	TaxWorks
Card Service International	Intuit	Thomson Reuters - Quickfinder
CCH, a Wolters Kluwer business	JRW Investments	Thomson Reuters
CCH Small Firm Services	Keeper Solutions	TIMCOR Financial Corporation
CFS Tax Software, Inc.	National Association of Tax Pros	TimeValue Software
Cheque-Mate Payroll Solutions	NAEA	Universal Tax Systems, Inc.
Coast to Coast Tax Service	Office Tools Pro, Inc.	VerticalLend
Drake Software	Parasec	Western CPE
eFile Cabinet, Inc	PCL Financial Network	Woltjer & Associates
Emochilla	PitBulTax Software	WA Institute for Graduate Studies
Empire Securities Corporation	Placer Insurance Agency	Woltjer & Associates
Empower, Inc.	ProHorizons Network	Wymac Capital, Inc.
ePlanning Securities, Inc.	Sauk Rapids Tax Solutions	

\*list is not exhaustive



# 2012 Show Schedule

## Las Vegas, May 15 – 17

### Monday, May 14

*Installation*                      *1:00 PM – 5:00 PM*

### Tuesday, May 15

Breakfast	7:00 AM – 8:00 AM
AM Break	9:50 AM – 10:20 AM
Lunch Break	12:00 PM – 1:10 PM
PM Break	2:50 PM – 3:20 PM
Welcome Reception	5:00 PM – 6:00 PM

### Wednesday, May 16

Breakfast	7:00 AM – 8:00 AM
AM Break	9:50 AM – 10:20 AM
Lunch Break	12:00 PM – 1:10 PM
PM Break	2:50 PM – 3:20 PM
After Hours*	5:00 PM – 6:00 PM

### Thursday, May 17

Breakfast	7:00 AM – 8:00 AM
AM Break	9:50 AM – 10:20 AM
<i>Dismantle</i>	<i>10:20 AM – 3:00 PM</i>

*\*Dedicated Exhibit Hall Time*

## Reno, May 31 – June 2

### Wednesday, May 30

*Installation*                      *1:00 PM – 5:00 PM*

### Thursday, May 31

Breakfast	7:00 AM – 8:00 AM
AM Break	9:50 AM – 10:20 AM
Lunch Break	12:00 PM – 1:10 PM
PM Break	2:50 PM – 3:20 PM
Welcome Reception	5:00 PM – 6:00 PM

### Friday, June 1

Breakfast	7:00 AM – 8:00 AM
AM Break	9:50 AM – 10:20 AM
Lunch Break	12:00 PM – 1:10 PM
PM Break	2:50 PM – 3:20 PM
After Hours*	5:00 PM – 6:00 PM

### Saturday, June 2

Breakfast	7:00 AM – 8:00 AM
AM Break	9:50 AM – 10:20 AM
<i>Dismantle</i>	<i>10:20 AM – 5:00 PM</i>

*\*Dedicated Exhibit Hall Time*



## Advertising/Sponsorship Opportunities

Now that you've decided that exhibiting at Super Seminar is essential, don't stop there! CSEA has designed valuable sponsorship programs for both large and small budgets. Sponsorship of the 2012 Super Seminar provides your company with cost-effective, value-added opportunities to:

- ∞ Increase your company's visibility within the industry
- ∞ Develop relationships with potential customers and strengthen relationships with current ones
- ∞ Differentiate your company and its products from your competition
- ∞ Show your long-term commitment to helping grow and enhance our industry

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### **\*\*NEW\*\* Advertising in the Supers Catalog (Deadline: October 31, 2011)**

**Full Page Full Color Ad: \$5,000**

**½ -Page Full Color Ad: \$3,500 (additional \$500 for a Back Cover ad)**

**¼ -Page Full Color Ad: \$2,000**

Showcase your company's products and services in our Supers Catalog that will get mailed out to over 80,000 Enrolled Agents, CPAs, Attorneys and other tax professional nationwide. Space is extremely limited and ads will be accepted on a first-come, first-served basis. The catalog will include a very limited number of ads to provide our advertisers with an exclusive marketing experience.

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### **\*\*NEW\*\* Advertising in Onsite Seminar Program**

**Cost: ½ - Page Full Color Ad: \$1,250 and ¼-page Full Color Ad: \$900**

Showcase your company's products and services in our Super Seminar Onsite Program that will be given to each Super Seminar attendee in their registration bags. Space is extremely limited and ads will be accepted on a first-come, first-served basis. The program will include a very limited number of ads to provide our advertisers with an exclusive marketing experience.

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### **Daily On-Screen Meeting Room Advertising (NON-EXCLUSIVE, 5-SPONSOR MAXIMUM)**

**Cost: \$500 - Vegas/Reno**

Build awareness among attendees by advertising on our Supers PowerPoint (continuous loop) which will be visually superimposed on the screens in all four meeting rooms, across all three days, before and after each session and during breaks, for all attendees to see. You will have your own personalized slide that will display your company name, company description, and company picture. Your website and booth number will be displayed at the bottom of the slide.

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### **Registration Bags (EXCLUSIVE; MUST EXHIBIT IN BOTH VEGAS AND RENO)**

**Cost: \$5,000 – plus cost of production**

Make your company name one of the most recognizable at Super Seminar by sponsoring the official Registration Bag. This handy carryall will be supplied to all attendees upon registering.

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### **Badge Lanyards (EXCLUSIVE; MUST EXHIBIT IN BOTH VEGAS AND RENO)**

**Cost: \$4,000 – plus cost of production**

Create walking billboards by sponsoring lanyards displaying your company name or logo. These lanyards are worn by all attendees both during and after the Seminar. You will most certainly drive high volumes of traffic to your booth and create brand awareness.

## Welcome Reception *(EXCLUSIVE)*

**Cost: \$3,000, Vegas/Reno**

Host the Welcome Reception and put your company name before the most **qualified** audience. On Day One in Las Vegas and Reno, buyers, suppliers, and other industry VIPs will flock to this networking opportunity to unwind, catch up with old friends and make new contacts. Your company will be recognized with signage and a verbal introduction during the welcome reception.

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## Continental Breakfast *(EXCLUSIVE)*

**Cost: \$2,500 per day, Vegas/Reno**

Get Super Seminar attendees talking about you first thing in the morning! Breakfast will be provided in the Exhibit Hall for all attendees on all three days. Your company will be recognized with signage and a verbal introduction during the continental breakfast(s).

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## Registration Bag Flyer Inserts *(NON-EXCLUSIVE, 3-SPONSOR MAXIMUM)*

**Cost: \$750, Vegas/Reno**

Showcase your company's products and services on a flyer, which will be included in the Registration Bags that are given to all attendees. It's a virtual guarantee that each attendee will walk away with information about your company.

*(Note: Exhibitor is responsible for providing a pdf version of their flyer, which can be no larger than 8 1/2w x 11h, by May 1<sup>st</sup>, 2012)*

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## Custom Solutions

Develop your own unique promotional program and sponsorship idea, specifically targeting your needs and budget. While we strive to present a wide-ranging lineup of promotional programs and sponsorships, we are willing to evaluate special packages on a case-by-case basis. Contact Marketing Coordinator [Ashley Soy](#) to propose your concept.

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## Additional Benefits for All Sponsors

As a sponsor, your company will also receive:

- ∞ Immediate link to your website from superseminar.org that will remain online for six months
- ∞ Recognition in the onsite program distributed to all attendees (includes logo, short company/product description, booth number, and website address)
- ∞ Recognition in *California Enrolled Agent* magazine following the event



## Hotel Accommodations

### Las Vegas May 15 - 17

Bally's Las Vegas  
3645 Las Vegas Boulevard South  
Las Vegas, NV 89109  
<http://ballyslasvegas.com>

#### Room Reservations

Group Rate: \$104/night, single/double occupancy,  
plus 12% Clark county room tax  
Group Code: SBCSE2  
Cut-off Date: April 10, 2012  
Reservations: 800/358-8777



*All reservations must be guaranteed with a deposit for the first night's guestroom and tax. If reservations are made with a credit card, a first night's guestroom charge and tax, per guestroom, will be billed immediately to the cardholder's account.*

### Reno May 31 – June 2

Grand Sierra Resort & Casino  
2500 East Second Street  
Reno, NV 89595  
<http://grandsierraresort.com>

#### Room Reservations

Group Rate: \$70/night, single/double occupancy,  
\$95/night, luxury summit room  
plus 13% state and local tax  
Group Code: CSE12  
Cut-off Date: April 30, 2012  
Reservations: 800/648-5080



Hotel policies for both Bally's Las Vegas and Grand Sierra Resort & Casino:

**CUT-OFF DATES:** After the cut-off dates the hotels will release all unreserved rooms in CSEA's block back for general sale, which means that the hotel won't be able to guarantee room availability nor will they be able to guarantee our negotiated rate. **EARLY DEPARTURE FEE:** Should you wish to check out prior to your reserved check-out date; the hotel will add an early check-out fee of \$50 to your individual account. To avoid this fee, you should inform the hotel at or before check-in of any changes in your planned length of stay. **CANCELLATION POLICY:** You may cancel your guestroom reservations without penalty up to 72 hours prior to your scheduled arrival date. You will be charged one night's guaranteed guestroom rate, plus tax for cancellation within 72 hours of scheduled arrival date or for failure to check-in on your scheduled arrival date.



# Exhibitor/Sponsor Registration Form

## 1 PROVIDE YOUR CONTACT INFORMATION

Company Name (Print information EXACTLY as it should appear in all published materials)

Pre-seminar Contact Name Phone Email

Onsite Contact Name Cell Phone Email

Address/City/State/ZIP

Website Address

## 2 COMPANY DESCRIPTION

Please email a description (50 words or less) of your company/organization, including contact information and website address to Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org). Date emailed: \_\_\_\_\_

## 3 CHOOSE YOUR BOOTH PACKAGE (choose one of the following)

	<i>ON OR BEFORE February 29<sup>th</sup>, 2012</i>		<i>AFTER March 1<sup>st</sup>, 2012</i>	
	Single (10' x 10'):	Double (10' x 20'):	Single (10' x 10'):	Double (10' x 20'):
<input type="checkbox"/> Las Vegas AND Reno	<input type="checkbox"/> \$4,795	<input type="checkbox"/> \$5,995	<input type="checkbox"/> \$5,045	<input type="checkbox"/> \$6,245
<input type="checkbox"/> Las Vegas ONLY	<input type="checkbox"/> \$3,295	<input type="checkbox"/> \$4,595	<input type="checkbox"/> \$3,545	<input type="checkbox"/> \$4,845
<input type="checkbox"/> Reno ONLY	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$3,295	<input type="checkbox"/> \$2,745	<input type="checkbox"/> \$3,545

## 4 CHOOSE YOUR PREFERRED BOOTH LOCATION (from the floor plans on pages 12-13)

Las Vegas 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ Reno 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
Booth spaces will be assigned on a first – paid, first -served basis.

We prefer that our booth NOT be near the following companies/types of companies: \_\_\_\_\_  
(CSEA will try, but cannot guarantee, to accommodate these requests)

## 5 SPONSORSHIPS/ADVERTISING OPTIONS

- Advertising in Supers Catalog - \$5,000 Full -page full color ad, \$3,500 for ½ -page full color ad, and \$2,000 for a ¼- page full color ad. An additional \$500 for premium placement of ½- page on Back Cover. Deadline 10/31/11
- Advertising in Supers Onsite Program - \$1,250 ½-page full color ad, and \$900 ¼ - page full color ad
- Daily On-Screen Meeting Room Advertising - \$500 (Both Las Vegas and Reno Supers)
- Registration Bags - \$5,000 (Exclusive; Must Exhibit in both Vegas and Reno)
- Badge Lanyards - \$4,000 (Exclusive; Must Exhibit in both Vegas and Reno)
- Welcome Reception - \$3,000
- Continental Breakfast - \$2,500
- Registration Bag Flyer Inserts - \$750

If you are interested in customizing your own Sponsorship/Advertising Packet please contact Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org).

## 6 PAYMENT INFORMATION

TOTAL AMOUNT DUE: \$\_\_\_\_\_  I have enclosed a check payable to CSEA

Please charge my (check one):  American Express  Discover  Master Card  VISA

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Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

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Name as it Appears on Card \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

## 7 SIGNATURE

**I, the undersigned, have read and agreed to abide by all rules and regulations shown in the Exhibitor Prospectus on page 11.**

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Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

Please complete and return the Exhibitor/Sponsorship Registration Form to:

California Society of Enrolled Agents, Marketing Coordinator, Ashley Soy  
3200 Ramos Circle, Sacramento, CA 95827



# Rules and Regulations

**1. AGREEMENT TO CONDITIONS:** Each exhibitor agrees to abide by these conditions, it being understood and agreed that the sole control of the Exhibit Hall rests with the California Society of Enrolled Agents (hereinafter CSEA).

**2. ASSIGNMENT OF SPACE:** Upon receipt of signed contract and payment, notification of booth assignment will be sent to exhibitor. Space is assigned on a first-come, first-served basis. If spaces selected are taken, CSEA has the right to assign the next best available space.

**3. USE OF SPACE:** No Exhibitor shall assign, sublet or share the space allotted with another company or individual without the knowledge and written consent of CSEA. All exhibit booths must be staffed during all exhibit hours, and representatives staffing the booth must be bona fide employees or distributors of the Exhibitor or members of his or her family. Exhibitors must display goods manufactured or sold by them in their regular course of business, unless approved in advance in writing by CSEA. No beverages, including bottled water, may be served from the exhibit booth. No food (except commercially prepared and packaged candy) may be served from the exhibit booth. CSEA reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason, are objectionable, and also to prohibit or evict any exhibit which, in CSEA's opinion, may detract from the general character of the show as a whole. All demonstrations or other promotional activities must be within the limits of the exhibit booth. Demonstrations or activities that cause annoyance to neighboring Exhibitors such as constantly flashing lights or noise, or result in the obstruction of aisles or prevent ready access to a nearby Exhibitor's booth will not be allowed. Exhibitors must take every reasonable precaution to minimize the noise of demonstrations or of operating sound devices. All booth decorations must be flameproof. If inspection indicates neglect in complying with these regulations, or otherwise presents a fire hazard or danger, CSEA may cancel all or such part of a display as may be irregular, and effect the removal of same at the Exhibitor's expense. The Exhibitor is responsible for having certificates of flame proofing actively in possession should booth decorations be questioned during inspection. Each Exhibitor is charged with knowledge of any compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety. CSEA reserves the right to change the floor plan, without prior notice, if in its sole judgment and absolute discretion it deems it necessary to do so to provide a more satisfactory, attractive and successful conference and exposition.

**4. PAYMENT AND CANCELLATION OF EXHIBIT SPACE BY EXHIBITOR:** To guarantee space reservation, full payment must accompany the signed application in the form of a check (payable to CSEA) or credit card. Credit card payments will be processed and charged upon receipt of the application. All booth cancellations must be submitted to CSEA in writing. In the event of an exhibitor canceling booth space, the following cancellation policy will apply: Cancellations made on or before April 3, 2012: a refund will be made less a 50% service charge based upon the full cost of the space contracted. Cancellations received on or after April 4, 2012: no refunds will be given even if CSEA is able to resell the space.

**5. EXHIBIT FEE:** Exhibit fee for 10' x10' (Las Vegas/Reno) booths includes pipe & drape (8' back wall & 3' side wall in black) and a sign showing booth number and company name. The Exhibit Hall is carpeted; therefore booth carpet is not required.

**6. TRADESHOW SERVICES:** GES Exposition Services is the Official Services Contractor for the 2012 Super Seminar and is in total charge of the exhibit area. GES offers many options including electrical, furniture and logistics. These options will be outlined in the Exhibitor kit to be released approximately 60 days prior to show time.

**All Exhibitors are expected to comply with any union requirements in effect and as outlined in the "Show Site Work Rules" section of the GES Exhibitors Service Manual, which you will receive from GES a few weeks prior to the show.**

**7. EXHIBITOR APPOINTED CONTRACTORS:** Exhibitors agree to notify CSEA at least 30 days prior to Show move-in date, in writing, if utilizing the services of an outside contractor at any time during the exposition. Exhibitor appointed contractors must conform to all exposition regulations, including proof of insurance.

**8. DISMANTLING:** Exhibitor's booth must not be disturbed, dismantled or removed before the close of the Show on Thursday, May 17, 2012 (Las Vegas) and/or Saturday June 2, 2012 (Reno) and must remain staffed during all Show hours. Any Exhibitor that breaks down its booth before the official close of the Show will jeopardize its ability to book booth space at future CSEA Super Seminars. All booths must be dismantled and packed for removal by 3:00 p.m. Thursday, May 17, 2012 (Las Vegas) and/or Saturday June 2, 2012 (Reno). The Exhibitor agrees that in the event its booth remains unstaffed for a period of time which CSEA, in its sole discretion, determines as detrimental to the Show, or if the Exhibitor's booth is not dismantled and packed for removal by 3:00 p.m., Thursday, May 17, 2012 (Las Vegas) and/or Saturday June 2, 2012 (Reno) CSEA, in its sole discretion, may arrange for the staffing or dismantling and packing for removal of the said booth. The Exhibitor shall reimburse CSEA and/or Official Service Contractor for all costs and expenses incurred in the staffing or dismantling, packing and removal of the booth. If either event occurs it will be deemed a material breach of the Rules and Regulations, and the Contract.

**9. SEMINAR POSTPONEMENT OR CANCELLATIONS:** CSEA, in its discretion, shall have the right to postpone or cancel the Seminar and Exhibit and shall be liable in no way to the Exhibitor for losses resulting from such delay or cancellation. CSEA will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, terrorism, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond CSEA's control. It will, however, in the event of not being able to hold the Exhibit for any of the above-named reasons, promptly reimburse Exhibitor for all deposits and prepayments made in connection with Super Seminar.

**10. ADA COMPLIANCE:** The Exhibitor shall have the sole responsibility for ensuring that its exhibit space is in full compliance with the Americans with Disabilities Act and any regulations under that Act. The Exhibitor will ensure the accessibility of its exhibit space, and agrees to hold harmless, defend and indemnify CSEA and its directors, officers, employees, agents and representatives against any claims, damages, loss or exposure, including reasonable attorney's fees and costs, arising out of or related to any ADA violation or alleged ADA violation.

**11. LIABILITY:** CSEA shall not be responsible for loss, theft, or damages of or to the property of the Exhibitor. CSEA will provide guards to assist Exhibitors in the safeguarding of the Exhibitor's property, but the Exhibitor waives any claim against CSEA the security contractor, Bally's Las Vegas and the Grand Sierra Resort and Casino, for liability, loss or damage to the Exhibitor's property. The Exhibitor acknowledges that it has the sole responsibility to obtain coverage at their expense against personal injury, property damage, fire, and theft. The Exhibitor shall defend and hold CSEA harmless against any claim arising out of the Exhibitor's activities except such claims caused by the sole negligence of CSEA. The Exhibitor also shall defend and hold CSEA harmless from any claim arising from the display, sales or use of any product or service exhibited by the Exhibitor. By entering into this agreement, CSEA does not in any way endorse or sponsor any product or service offered by the Exhibitor.

**12. BADGES:** Official Super Seminar 2012 badges must be worn by Exhibitors and all booth personnel at all times; admittance to the Exhibit Hall will require a badge at all times.

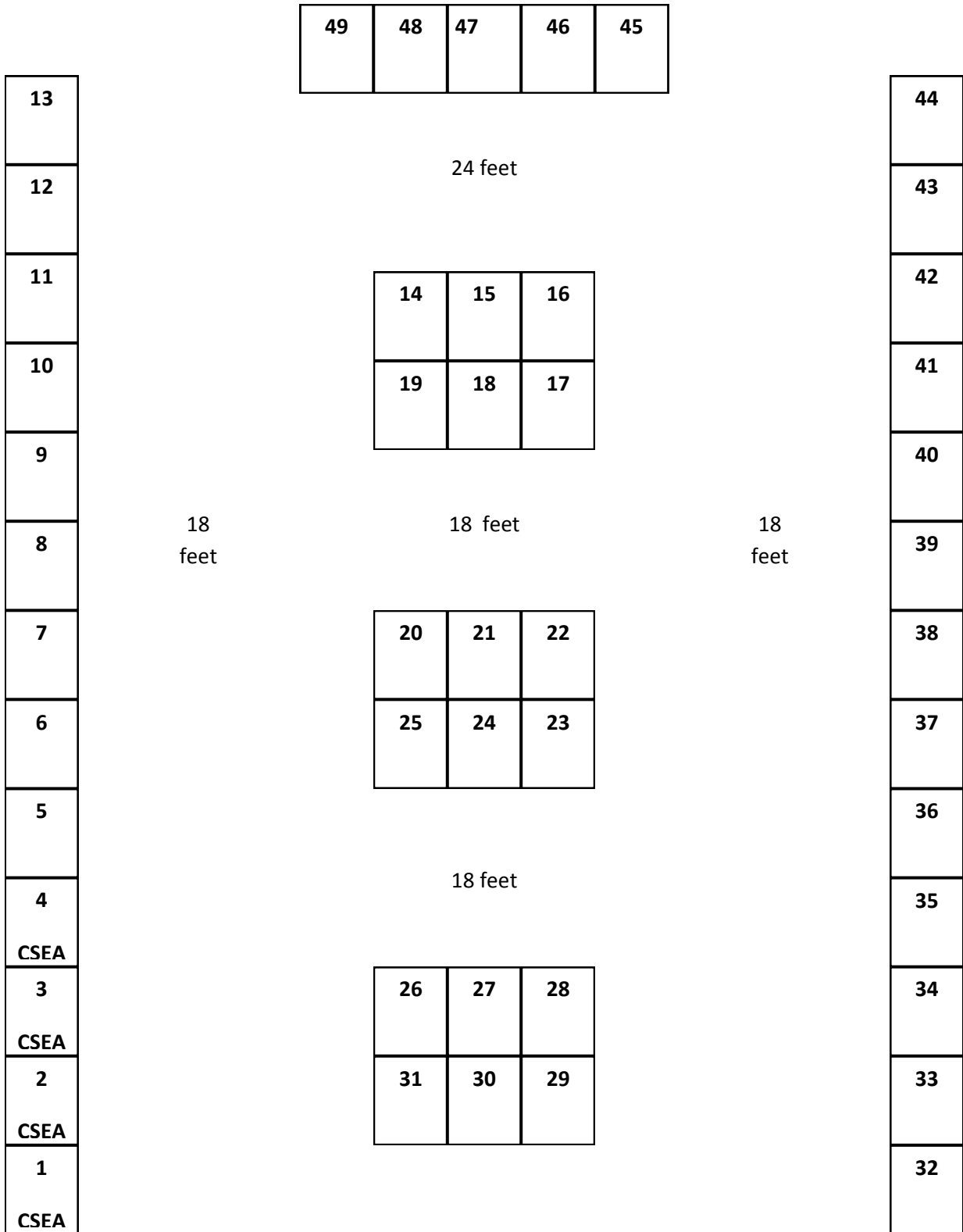
**13. CHILDREN:** Due to liability issues, children under the age of five are not allowed into the exhibit area at any time. Children age five to ten are admitted to the Exhibit Hall with an adult attendee. Children ten and older require a purchased guest badge for admittance.



Bally's Las Vegas, Las Vegas, NV

May 15– 17, 2012

EXHIBIT HALL FLOOR PLAN—EVENT CENTER 10'x10' Booths



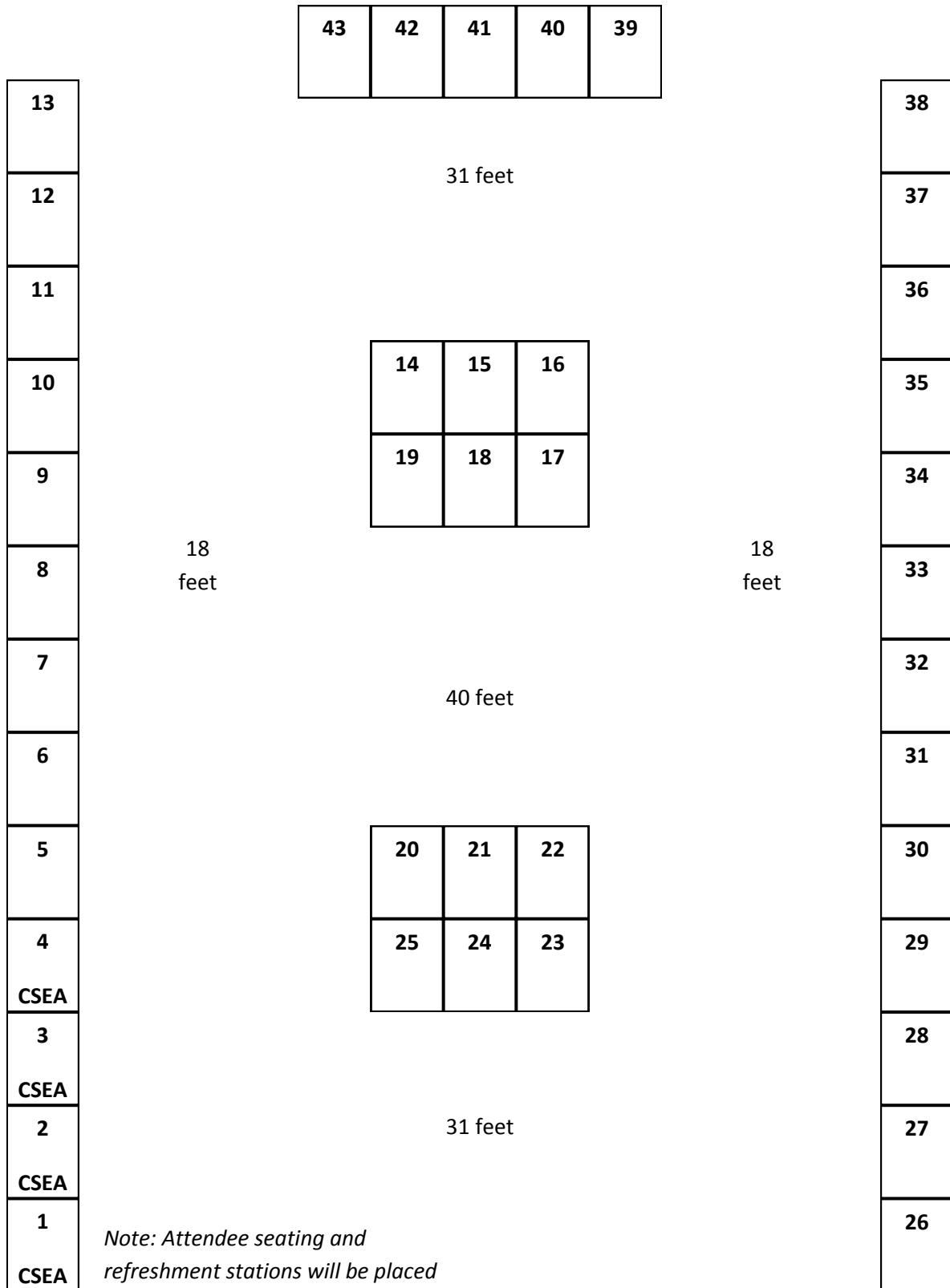
↑ Entrance to Exhibit Hall

Note: Attendee seating and refreshment stations will be placed strategically throughout.



# Grand Sierra Resort & Casino, Reno, NV

May 31– June 2, 2012  
EXHIBIT HALL FLOOR PLAN—EVENT CENTER 10'x10' Booths



↑ Entrance to Exhibit Hall ↑



## Booth Personnel Form *(form due March 28)*

All exhibiting companies must register booth personnel in advance to gain access to the exhibit floor. The exhibit booth rental fee entitles the exhibiting company to three (3) individual, non-transferable registrations per 10' X 10' (Vegas) or per 10' X 10' (Reno). Each additional registration above the number allotted for your booth size will incur a **\$30** fee.

Badges for individuals who are pre-registered may be picked up onsite at the registration counter. Security requires that exhibitors must wear their badges at all times – from move-in to move-out.

To register your booth personnel, please complete the information below and **return by March 28, 2012**. Photocopy this form as needed for additional personnel. This information will be used for Exhibitor badges only. Please type or print the information requested below and email to Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org) or fax it to 916/366-6674.

**Exhibiting Company:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**COMPLIMENTARY EXHIBITOR BOOTH PERSONNEL BADGES**  
(Three per 10' X 10' Booth)

**\*\*\*Reminder\*\*\***  
Each exhibiting company will receive three (3) complimentary lunch buffet tickets per 10' X 10' booth in both locations!

***LAS VEGAS BOOTH PERSONNEL***

1. Key Onsite Contact: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

2. Name: \_\_\_\_\_ Email \_\_\_\_\_

3. Name: \_\_\_\_\_ Email \_\_\_\_\_

4. Name: \_\_\_\_\_ Email \_\_\_\_\_

5. Name: \_\_\_\_\_ Email \_\_\_\_\_

6. Name: \_\_\_\_\_ Email \_\_\_\_\_

***RENO BOOTH PERSONNEL***

1. Key Onsite Contact: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

2. Name: \_\_\_\_\_ Email \_\_\_\_\_

3. Name: \_\_\_\_\_ Email \_\_\_\_\_

4. Name: \_\_\_\_\_ Email \_\_\_\_\_

5. Name: \_\_\_\_\_ Email \_\_\_\_\_

6. Name: \_\_\_\_\_ Email \_\_\_\_\_



## Attendee List Agreement – Las Vegas (form due March 28)

As part of your exhibitor registration, you may request a “one-time use” pre and post-Seminar attendee list (you must be exhibiting at the Super Seminar location(s) for which your request is made). On or around April 11, 2012, the pre-Seminar list will be emailed to you in Excel format and will include company name, contact name, contact title, and contact address. The list does not include phone number, fax number or email address. Post show lists will be emailed to you by the end of July.

By signing and returning this form, you are agreeing to the terms and conditions set forth below and are requesting a “one-time use” attendee list. **Lists will not be distributed to your company without a signed agreement.**

Please type or print the information requested below and email to Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org) or fax it to 916/366-6674.

I/we agree that lists and information contained therein are the property of the California Society of Enrolled Agents (CSEA) and are provided to us for a one-time use only, for **Las Vegas Super Seminar 2012**. I/we agree to not disclose, transfer, resell, duplicate, reproduce, retain, or reuse this information or excerpts thereof. Upon completion of this one-time pre-Seminar mailing, I/we agree to destroy all data supplied to us.

I/we agree **not** to refer to the “California Society of Enrolled Agents (CSEA)” in the mailing to imply that the California Society of Enrolled Agents (CSEA) endorses the particular product and/or service being marketed.

I/we understand that any and all mail or other marketing programs using files produced or enhanced with this information must comply with all applicable local, state and federal laws and be ethical and in good taste. Information from this list may not be provided to a third party.

The California Society of Enrolled Agents (CSEA) reserves the right to refuse to provide attendees list(s) to any person or company for any reason. I/we understand that if we do not comply with this agreement and the guidelines outlined herein, the California Society of Enrolled Agents (CSEA) may take appropriate actions, to include but not limited to, forfeiture of future exhibit space rental and monetary damages.

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Exhibiting Company

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Authorized Signature

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Date

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Printed Name



## Attendee List Agreement – Reno (form due March 28)

As part of your exhibitor registration, you may request a “one-time use” pre and post-Seminar attendee list (you must be exhibiting at the Super Seminar location(s) for which your request is made). On or around May 2, 2012, the pre-Seminar list will be emailed to you in Excel format and will include company name, contact name, contact title, and contact address. The list does not include phone number, fax number or email address. Post show lists will be emailed to you by the end of July.

By signing and returning this form, you are agreeing to the terms and conditions set forth below and are requesting a “one-time use” attendee list. ***Lists will not be distributed to your company without a signed agreement.***

Please type or print the information requested below and email to Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org) or fax it to 916/366-6674.

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I/we agree that lists and information contained therein are the property of the California Society of Enrolled Agents (CSEA) and are provided to us for a one-time use only, for **Reno Super Seminar 2012**. I/we agree to not disclose, transfer, resell, duplicate, reproduce, retain, or reuse this information or excerpts thereof. Upon completion of this one-time pre-Seminar mailing, I/we agree to destroy all data supplied to us.

I/we agree **not** to refer to the “California Society of Enrolled Agents (CSEA)” in the mailing to imply that the California Society of Enrolled Agents (CSEA) endorses the particular product and/or service being marketed.

I/we understand that any and all mail or other marketing programs using files produced or enhanced with this information must comply with all applicable local, state and federal laws and be ethical and in good taste. Information from this list may not be provided to a third party.

The California Society of Enrolled Agents (CSEA) reserves the right to refuse to provide attendees list(s) to any person or company for any reason. I/we understand that if we do not comply with this agreement and the guidelines outlined herein, the California Society of Enrolled Agents (CSEA) may take appropriate actions, to include but not limited to, forfeiture of future exhibit space rental and monetary damages.

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Exhibiting Company

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Authorized Signature

Date

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Printed Name



## Major/Daily Prize Drawing (form due March 28)

General Guidelines: Any exhibitor prizes or giveaways that are not Super Seminar sponsored, may be conducted from within the confines of your booth and are permissible under the following guidelines: winners do not need to be present to win; prizes or giveaways are not to be awarded to winners on-site but are to be shipped to them after Super Seminar concludes (a sample of each prize may be available for viewing in the exhibitor’s booth during exhibit hours). **No public announcements for exhibitor-conducted raffles, prizes, or giveaways are allowed.**

### MAJOR PRIZE DRAWING CONTRIBUTION

**WHAT:** Prizes await those who make the trek through the exhibit hall and receive validations from our participating exhibitors. Since last year’s prize drawing was such a success increasing traffic in the Exhibit Hall, we will be holding a prize drawing for attendees again this year. Please contribute! **Prizes must have a minimum value of \$200.**

**WHEN:** Winners will be randomly drawn and announced by CSEA staff on Day Three during the morning break, between 9:50 AM and 10:20 AM. Winners must be present to win and must pick up their prize at the corresponding exhibitor’s booth.

**RULES:** CSEA staff decisions are final on all matters relating to this drawing. CSEA can’t guarantee that all winners will be qualified buyers of exhibiting goods and services. Only exhibiting companies may donate prizes and they may only donate for the Super Seminar location(s) where they are exhibiting. Exhibitors and winners will be solely responsible for any taxes, shipping, or drayage fees associated with claiming their prize. **All prizes offered must be awarded.** Prizes not claimed by the close of the Seminar must be sent to the winner at the exhibitor’s expense.

**SIGN ME UP!** Please complete the following information and email this form to Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org) or fax it to 916/366-6674.

**Exhibiting Company:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

I would like to donate a prize to the Super Seminar major prize drawing at the following location(s):

Las Vegas only       Reno only       Both Super Seminar locations

**LAS VEGAS** – My prize is valued at \$ \_\_\_\_\_ Prize description: \_\_\_\_\_

**RENO** – My prize is valued at \$ \_\_\_\_\_ Prize description: \_\_\_\_\_

## DAILY PRIZE DRAWING CONTRIBUTION

**WHAT:** Prizes await those who make the trek through the exhibit hall and receive validations from our participating exhibitors. CSEA will coordinate daily prize drawings at the end of each scheduled morning and afternoon break, if enough prizes are donated. **Prizes do not have a minimum value.**

**WHEN:** Winners will be chosen by a random drawing and announced by CSEA staff during the morning and afternoon breaks on Day One and Two of each seminar. Winners must be present to win and must pick up their prize at the corresponding exhibitor's booth.

**RULES:** CSEA staff decisions are final on all matters relating to this drawing. CSEA can't guarantee that all winners will be qualified buyers of exhibiting goods and services. Only exhibiting companies may donate prizes and they may only donate for the Super Seminar location(s) where they are exhibiting. Exhibitors and winners will be solely responsible for any taxes, shipping, or drayage fees associated with claiming their prize. **All prizes offered must be awarded.**

**SIGN ME UP!** Please complete the following information and email this form to Ashley Soy at [asoy@csea.org](mailto:asoy@csea.org) or fax it to 916/366-6674.

**Exhibiting Company:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

I would like to donate a prize to the Super Seminar daily prize drawing at the following location(s):

Las Vegas only       Reno only       Both Super Seminar locations

### **LAS VEGAS**

Day One                       AM Break                       PM Break                       Both breaks  
Day Two                       AM Break                       PM Break                       Both breaks

Prize description:

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### **RENO**

Day One                       AM Break                       PM Break                       Both breaks  
Day Two                       AM Break                       PM Break                       Both breaks

Prize description:

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